

### REMARKS

The claims now pending in the application are Claims 1 to 20. Claims 1, 9, 17 and 18 are independent. Claims 1, 2, 9, 10, 17 and 18 have been amended herein.

In the Official Action dated November 5, 2003, Claims 1 to 20 were rejected under 35 U.S.C. § 103(a), as unpatentable over European Patent Document No. EP 0 778 516 A2 (Kerigan) in view of U.S. Patent No. 6,172,719 (Kim). Reconsideration and withdrawal of the rejection respectfully are requested in view of the above amendments and the following remarks.

The rejection of the claims over the cited art respectfully is traversed. Nevertheless, without conceding the propriety of the rejection, Claims 1, 2, 9, 10, 17 and 18 have been amended herein more clearly to recite various novel features of the present invention, with particular attention to the Examiner's comments. Support for the proposed amendments may be found in the original application. No new matter has been added.

The present invention relates to a novel image display control system and control method for such a system. In one aspect, as now recited in Claim 1, the present invention relates to an image display control system having a controller for outputting a signal including at least a pair of video and acoustic signals, and an independent image display device for receiving a signal from the controller and displaying a corresponding image (see, e.g., tuner 2 and remotely located SED (flat type TV) 1 illustrated in Fig. 1). The image display control system comprises first detection means, arranged in the controller, for detecting a first ambient environment around the controller (e.g., telephone use detector 271) and second detection means, arranged in the image display device, for detecting a second ambient environment around the image display device (e.g., one of a brightness detector 271, a noise detector 272, and a color temperature detector 173) (see also, page 81, line 24 to page 82, line 4), first adjustment means for adjusting a first characteristic of the image display device (see, e.g., Fig. 2, element 201, and Fig. 45),

second adjustment means for adjusting a second characteristic of the image display device (see, e.g., Fig. 2, element 101, and Fig. 44), and control means for selectively operating one of the first and second adjustment means in accordance with at least one of the detection results of the first detection means and the second detection means (see, e.g., page 82, line 10 to page 87, line 16).

Independent Claims 9, 17 and 18 recite similar features with respect to a control method for such an image display control system, a computer program product for controlling operation of such a system, and a computer-readable storage medium which stores such a computer program.

Thus, the present invention permits the selective adjustment of display characteristics in a display device in response to changes in environmental conditions affecting independent components of the system, by selectively controlling adjustment operations of the components. By distributing adjustment operations among the components, optimal adjustments in response to changes in various environmental conditions selectively may be made by the component most appropriate to carrying out the adjustment.

Applicants submit that the prior art fails to anticipate the present invention. Moreover, Applicants submit that there are differences between the subject matter sought to be patented and the prior art, such that the subject matter taken as a whole would not have been obvious to one of ordinary skill in the art at the time the invention was made.

The Kerigan EP '516 reference relates to a hardware independent display device interface, and discloses a digital display device interface for making a dynamic configuration of a system upon power up or initialization. However, Applicants submit that the Kerigan EP '516 reference fails to disclose or suggest at least the above described features of the present invention. Rather, in the Kerigan EP '516 reference system, detection is executed only in the host system; no detection is executed in the image display

device and/or peripherals. Further, in the Kerigan EP '516 reference, environmental information such as configuration data of peripherals is detected; nowhere is the Kerigan EP '516 reference understood to disclose or suggest detecting ambient environment, such as noise, as disclosed and claimed in the present application.

The Kim '719 patent relates to an automatic color temperature control device for a video appliance, and discloses a system including means for adjusting various characteristics of a display device. However, Applicants submit that the Kim '719 patent fails to disclose or suggest at least the above-discussed features of the present invention. Initially, Applicants submit that the Kim '719 patent fails to disclose a system having a controller and an independent display device, including first and second detection means respectfully arranged in a controller and an image display device, for detecting first and second ambient environments thereabout, first adjustment means and second adjustment means for adjusting first and second characteristics of the image display device, respectively, and control means for selectively operating one of the first and second adjusting means in accordance with at least one of the detection results of the first and second detecting means, as disclosed and claimed in the present application. Rather, the Kim '719 patent is understood merely to disclose a system in which environmental characteristic (e.g., temperature) is detected only in the video appliance; no detection is executed in a device "connected to" the video appliance, as disclosed and claimed in the present application. (See, Kim '719, col. 4, lines 41-54; Fig. 2.).

Applicants note the Examiner's comments taking Official Notice that volume adjustment is well known in the art. However, Applicants submit that such knowledge fails to add anything to the Kerigan EP '516 reference and/or the Kim '719 patent that would make obvious the claimed invention.

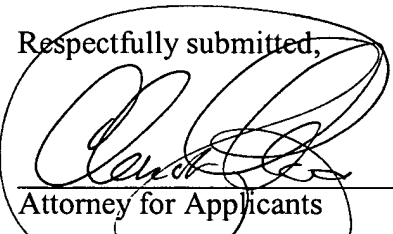
For the above reasons, Applicants submit that independent Claims 1, 9, 17 and 18 are allowable over the cited art.

Claims 2 to 8, 10 to 16, 19 and 20 depend from Claims 1 and 9, respectively, and are believed allowable for the same reasons. Moreover, each of these dependent claims recites additional features in combination with the features of independent Claims 1 and 9, and is believed allowable in its own right. Individual consideration of the dependent claims respectfully is requested.

Applicants believe that the present Amendment is responsive to each of the points raised by the Examiner in the Official Action, and submit that the application is in allowable form. Favorable consideration of the claims and passage to issue of the present application at the Examiner's earliest convenience earnestly are solicited.

Applicants' undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below listed address.

Respectfully submitted,



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